



Attention in Digital Advertising



Attention Agenda

- What makes Digital Advertising effective?
- Why we swapped engagement for Attention – Advertising online in an age of distraction.
- Attention Recap
- How we put Attention into action in 2021/2022
- Next Steps



The Challenge

What makes digital advertising effective?

This is a question our team asked when extending our new brand campaign on digital channels

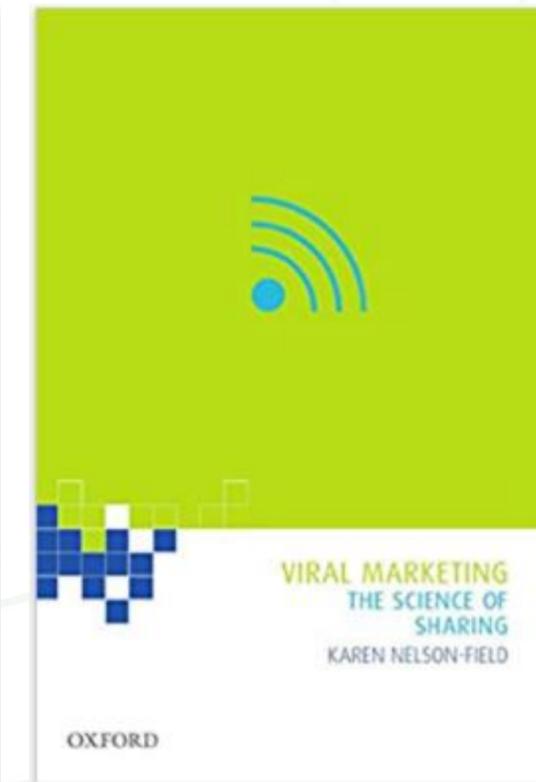
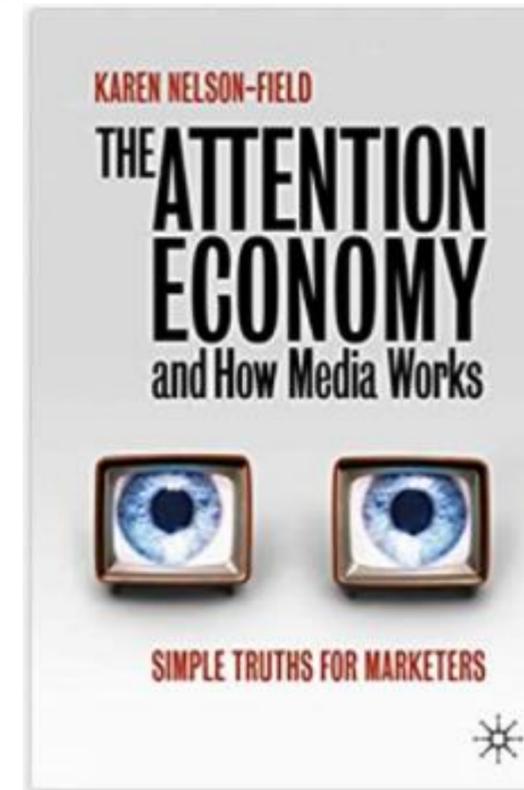




To be the best we had to work with the best



Karen Nelson Field
Measuring
Attention in Digital
Advertising





Why Did We Swap Engagement?



Advertising Online

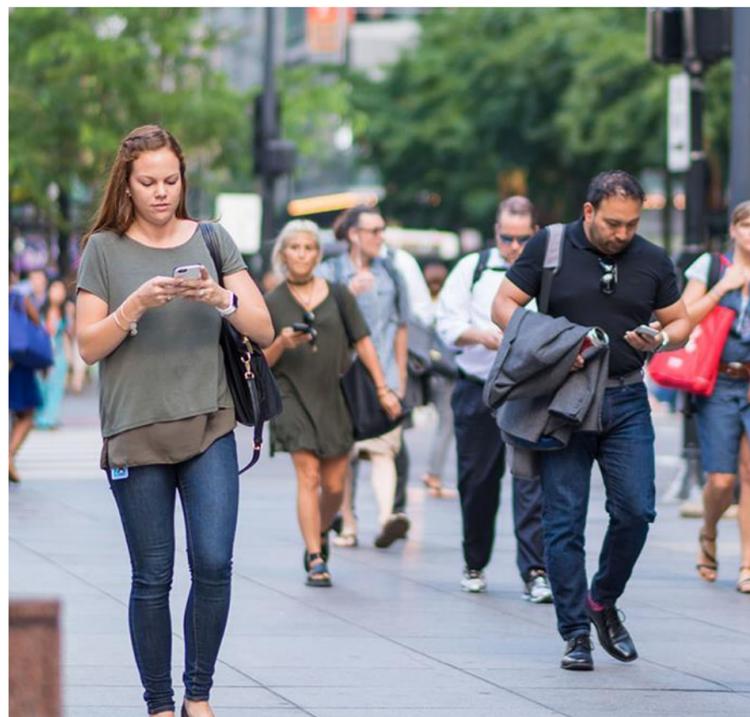
The Age of Distraction





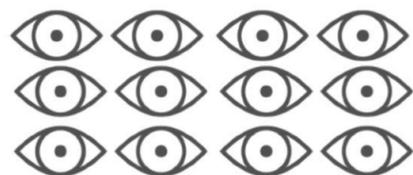
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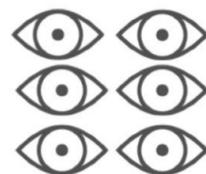


Viewability \neq Viewed

Advertisers pay for time in view
(proxy for eyes-on-ad).



What advertisers get.



Time in view can equally
mean viewer distraction.



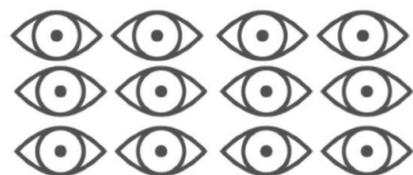
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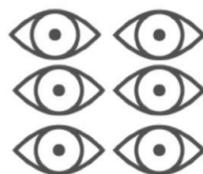


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Vanity Metrics





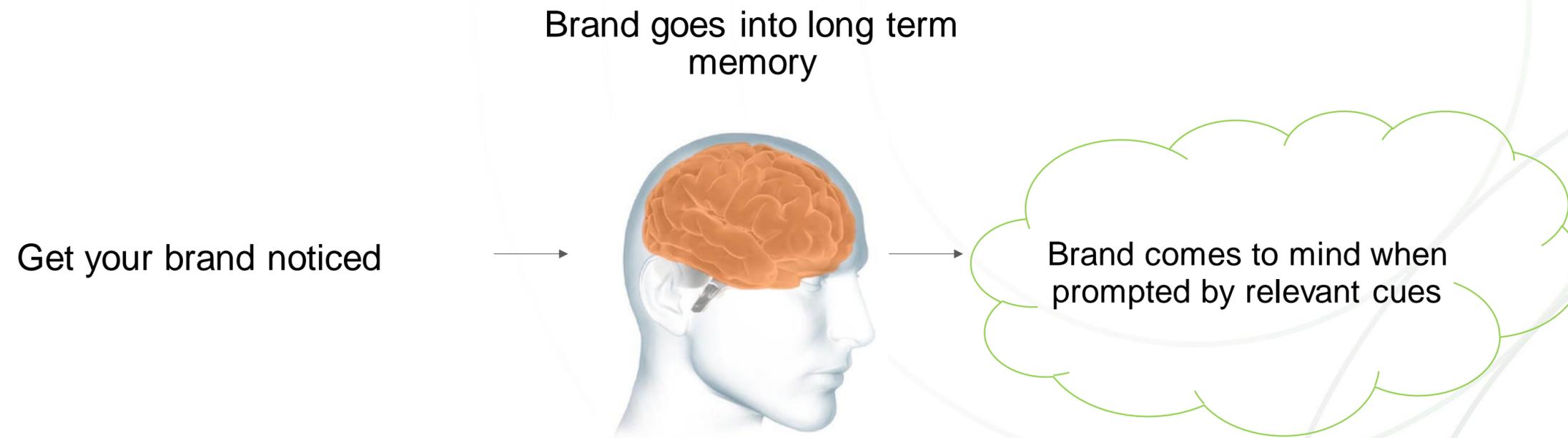
National
Lottery

Attention



We're in the memory-making business

For advertising to have any effect, it must:





"At its most basic, Attention can be defined as concentrating awareness (even if fleeting) towards a reduced number of stimuli in our environment, while ignoring other stimuli."



Active Attention

Looking directly at the screen & the ad



Passive Attention

Looking directly at the screen, not the ad



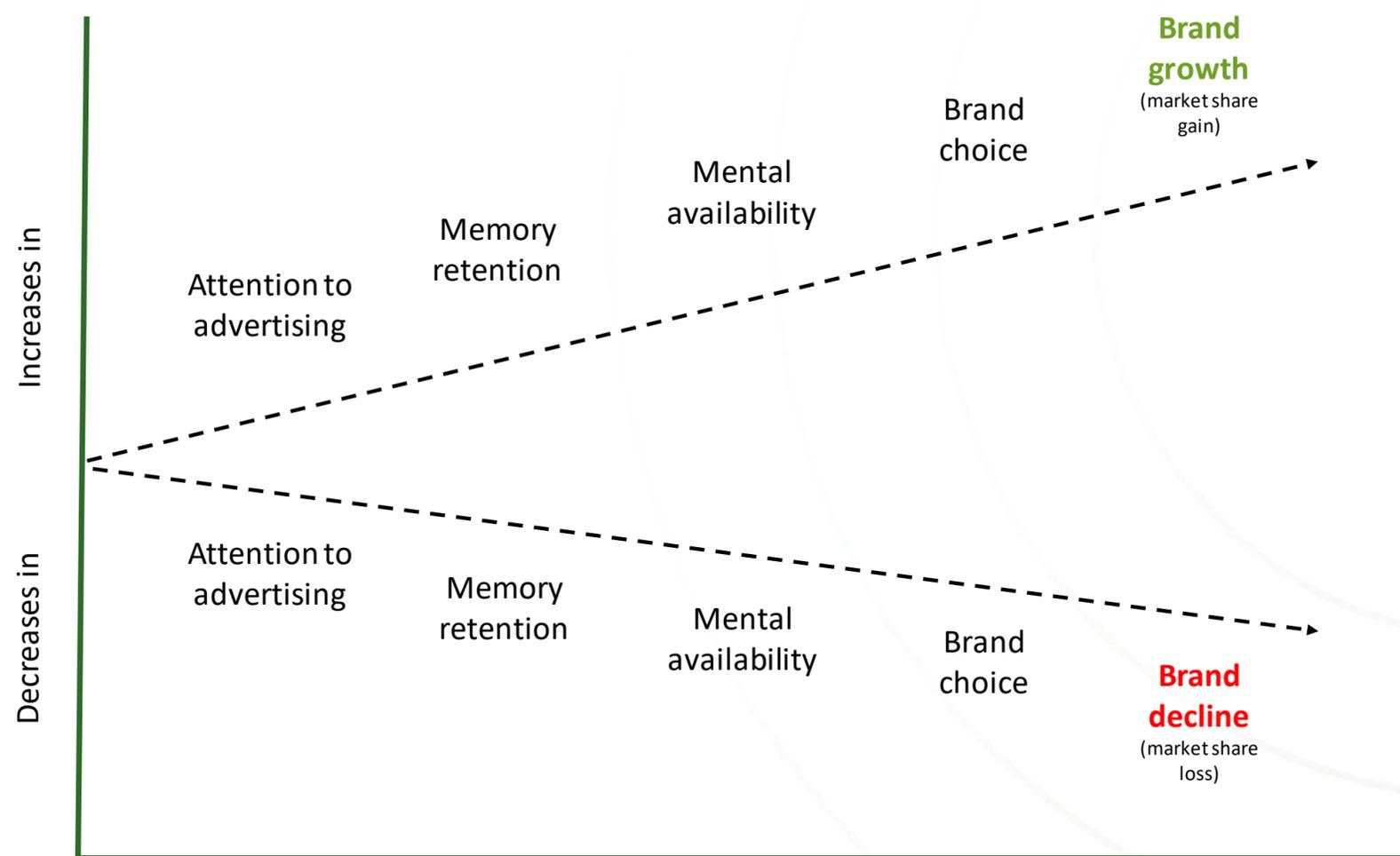
Non-Attention

Not looking at screen or the ad





No Attention = No Impact





Online ads get around 3 seconds of Attention



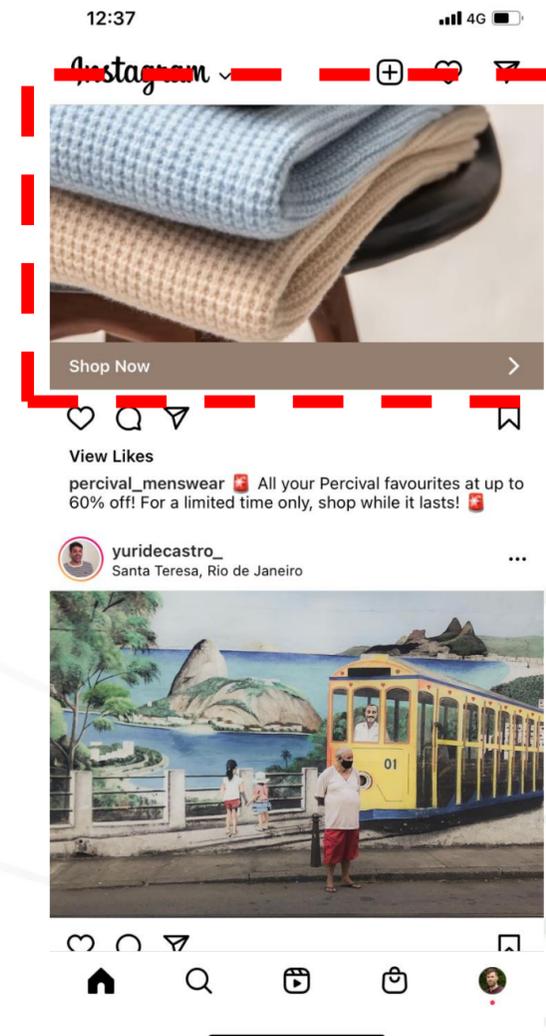
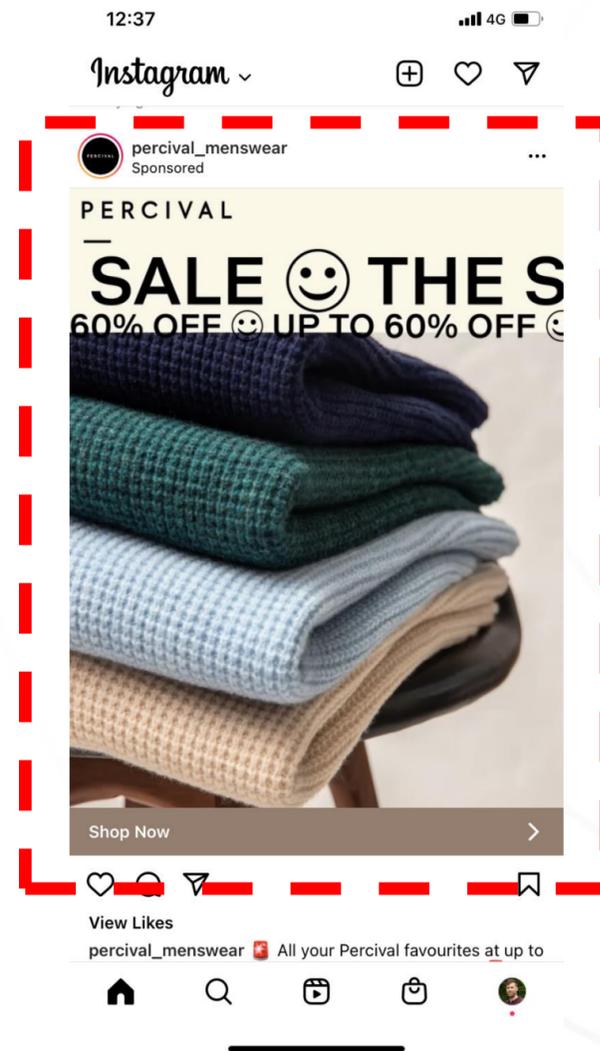
Global Data supplied by Amplified Intelligence platform





What impacts Attention?

- Screen coverage
- Ad pixels
- Page geometry
- Sound
- Scrolling
- Ad context





How We Put Attention Into Action in 2021/2022



Putting Attention Into Action

First brand to sign up to
Attention platform





Putting Attention Into Action

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Make effective digital ads
using attention research





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Adjust media plan by active
attention seconds





Planning Media by Attention

	Non Attention Seconds	Total Attention Seconds	Active Attention Seconds	Active Attention (% of Ad)
Platform A				
In-Feed Video Ad	14.4	7.6	3.0	14%
Platform B				
In-Feed Video Ad	14.5	4.6	2.5	13%





Distinctive Brand Assets

Our suite of Distinctive Brand Assets:

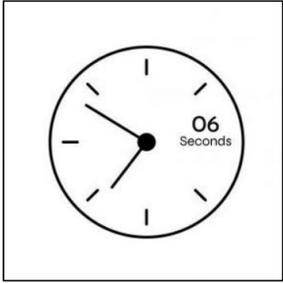
1. Elvis – If I Can Dream (2021) / ELO - Mr Blue Sky (2022)
2. Green colour
3. Cosmo logo
4. “It Could Be You” tagline
5. Waterslide visual

94% of Irish adults can recognise The National Lottery when they see this image.





Our 7 digital advertising principles

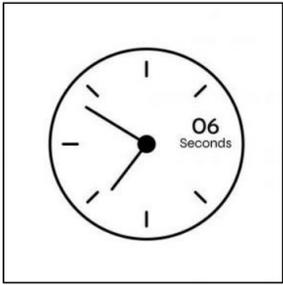


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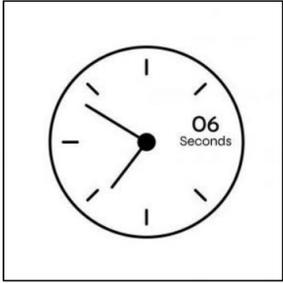


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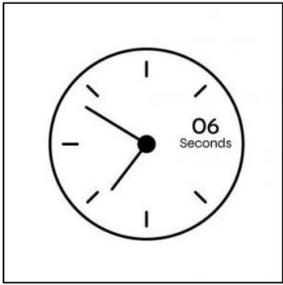
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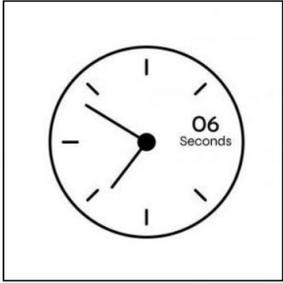


4. Our ads are fun and enjoyable, and rooted in the larger creative concept.





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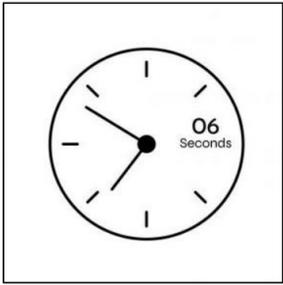


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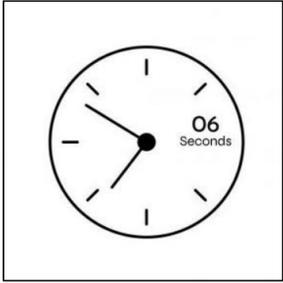
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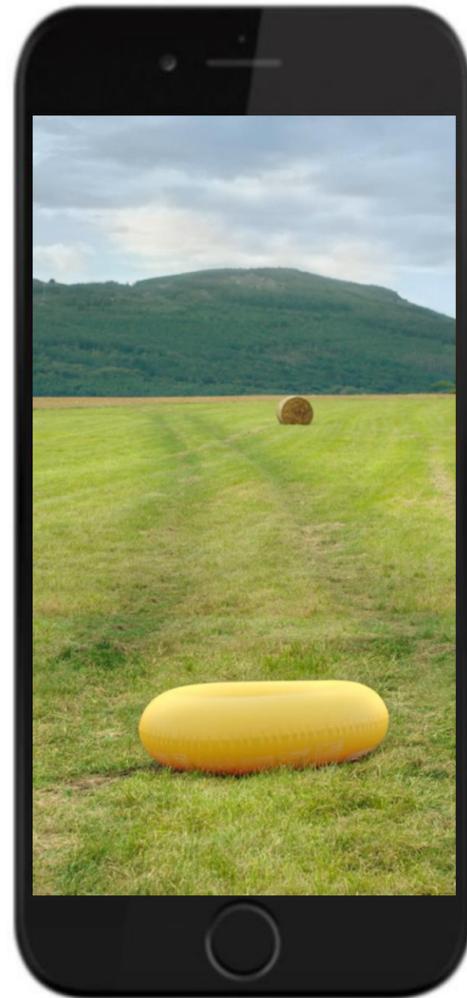
7. The ads can be used on TV and VOD to get reach but are made first and foremost for mobile.



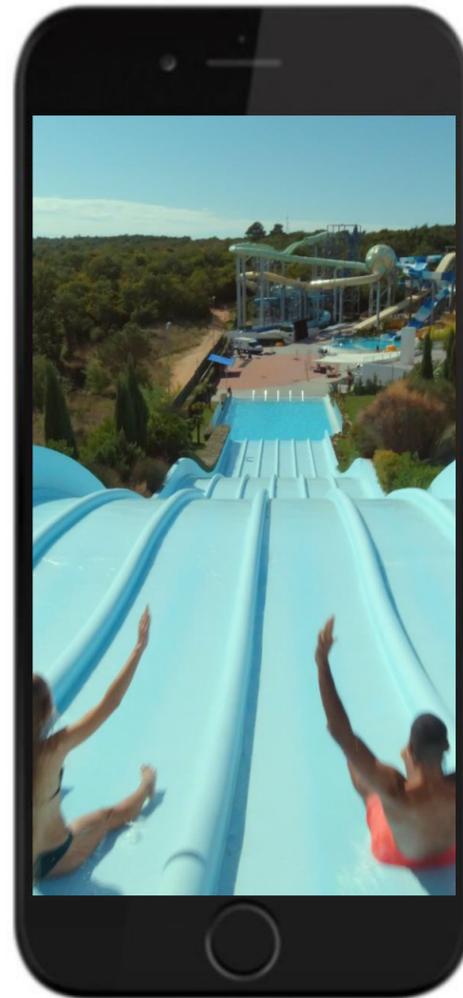
Creative Examples



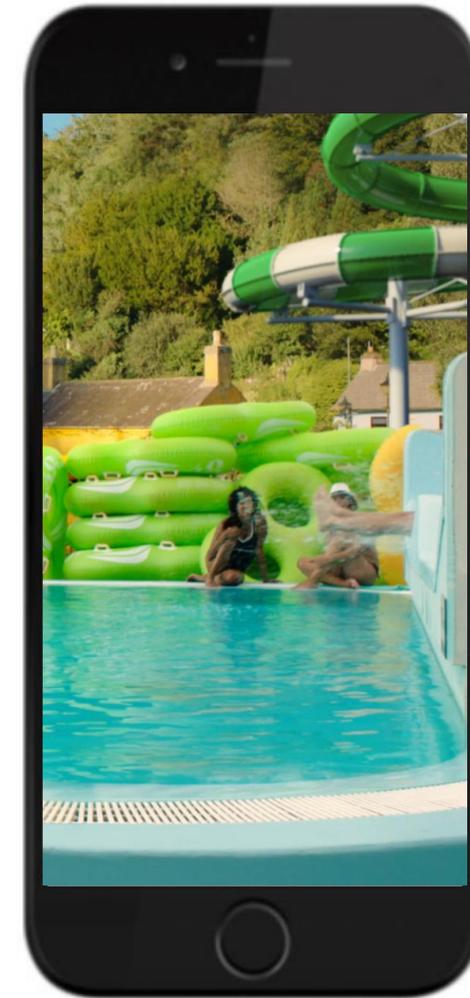
19mil



2 Jackpots



Dublin



5mil





First Irish Study on Attention



Brand choice impact per execution & format

Attention differences per ad length

Active, Passive, Non-Attention per platform

Active, Passive, Non-Attention per format

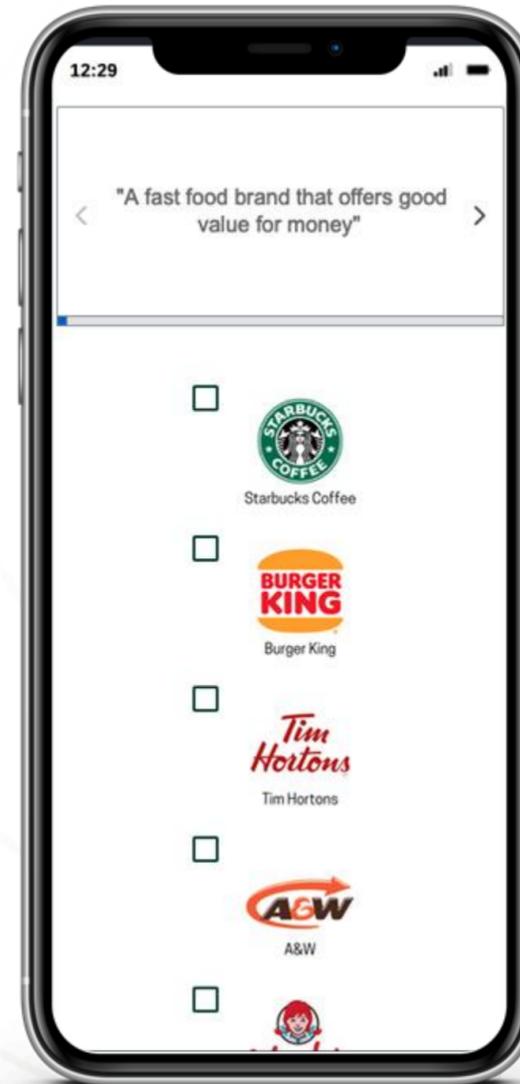
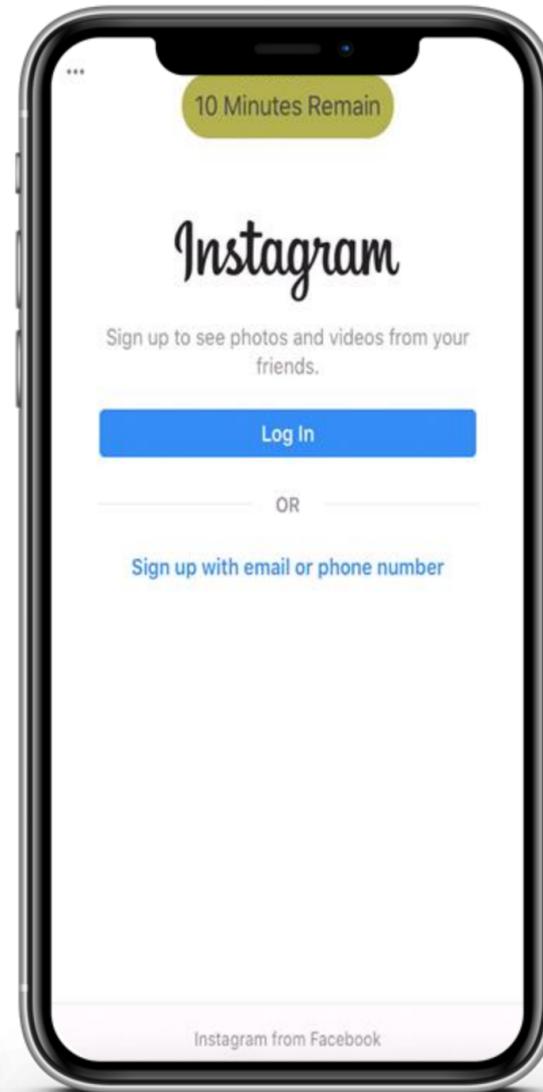
Second by second attention breakdown

Device metrics (Time on screen, volume, pixels)





About The Study





How Ads Are Viewed

-  Non-Viewable Area (iPhone notch)
-  Viewable Area (non-ad space)
-  Ad-Viewable Area
-  Gaze Area



FACEBOOK





What's next?



BETA Testing on

- Run a trial with Amplified Intelligence on Social Media budget allocation

Key learnings from this:

- ✓ Understand correct allocation of media spend per social platform with Attention as one of the main metrics
- ✓ Maintain a correct balance between Attention & Reach
- ✓ Identify which Platforms we should be upweighting or down weighting





Thank You

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